



**WISC-TV**  
**7025 Raymond Road**  
**Madison, WI 53719**  
**(608)271-4321**

http://www.channel3000.com

# CONTRACT

<u>Contract / Revision</u> 6095064 /		<u>Alt Order #</u> 06095064
<u>Product</u> <b>RED, WHITE. &amp; BLUE FD</b>		
<u>Contract Dates</u> <b>03/29/12 - 04/03/12</b>	<u>Estimate #</u> <b>82</b>	
<u>Advertiser</u> <b>Political Issue</b>		<u>Original Date / Revision</u> 03/28/12 / 03/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISC-TV	<u>Account Executive</u> Matthew Norten	<u>Sales Office</u> HRP Washington
<u>Special Handling</u> Duplicate Invoice 2x		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 13	<u>Product Code</u> 22
<u>Agency Ref</u>		<u>Advertiser Ref</u>

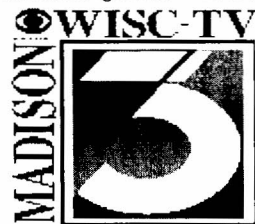
And:

**SRCP Media Inc**  
**201 N Union Street**  
**Suite 200**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WISC	03/29/12	03/30/12	Price is Right	10-11am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				4	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	03/26/12-04/01/12	Price is Right	10-11am	----ThF----	:30		<del>\$500.00</del>	NM		
			See MG 13.2, 13.3, 13.4									
	3	WISC	03/26/12-04/01/12	Price is Right	10-11am	----ThF----	:30		<del>\$500.00</del>	NM		
			See MG 13.2, 13.3, 13.4									
N 2	WISC	03/29/12	03/30/12	News 3 at 10	10-1035pm		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				2	\$2,000.00			
N 3	WISC	03/29/12	03/30/12	News 3 at Noon	12-1230pm		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				2	\$600.00			
N 4	WISC	03/29/12	03/30/12	Dr Phil	3-4pm		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				4	\$400.00			
N 5	WISC	03/29/12	03/30/12	Anderson Cooper	4-5pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				4	\$500.00			
N 6	WISC	03/29/12	03/30/12	Live at Five	5-530pm		:30			NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				2	\$1,700.00			
N 7	WISC	03/29/12	03/30/12	News 3 This Morning	6-7am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				2	\$800.00			
N 8	WISC	03/29/12	03/30/12	News 3 at 6	6-630pm		:30			NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				2	\$1,900.00			
N 9	WISC	03/29/12	03/30/12	Entertainment Tonight	630-7pm		:30			NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				2	\$1,700.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
6095064 /	06095064

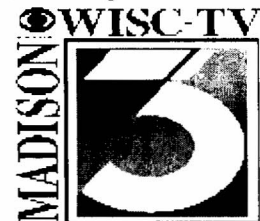
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/29/12 - 04/03/12	RED, WHITE, & BLUE F	82

<u>Advertiser</u>	<u>Original Date / Revision</u>
Political Issue	03/28/12 / 03/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	WISC	03/29/12	03/30/12	M-F Early Show	7-9am		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				6	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WISC	03/26/12-04/01/12	M-F Early Show	7-9am	----ThF----	:30		<del>\$350.00</del>	NM		
			See MG 13.2, 13.3, 13.4									
	4	WISC	03/26/12-04/01/12	M-F Early Show	7-9am	----ThF----	:30		<del>\$350.00</del>	NM		
			See MG 13.2, 13.3, 13.4									
N 11	WISC	03/29/12	03/30/12	M-F News Replay	9-930am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---TF--				2	\$150.00			
N 12	WISC	03/30/12	03/30/12	CBS Friday	9-10pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	----1--				1	\$4,000.00			
N 13	WISC	04/02/12	04/02/12	CBS Monday	9-10pm		:30			NM	3	\$6,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$5,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	04/02/12-04/08/12	CBS Monday	9-10pm	M-----	:30		<del>\$5,000.00</del>	NM		
			See MG 13.2, 13.3, 13.4									
	2	WISC	03/31/12-03/31/12	11-6 Rotator	11-6pm	-----Sa--	:30		\$2,500.00	NM		
	Ⓜ		MG for 10.4, 1.1, 10.2, 1.3, 13.1									
	3	WISC	04/01/12-04/01/12	Country Music Awards	7-10pm	-----Su	:30		\$4,000.00	NM		
	Ⓜ		MG for 10.4, 1.1, 10.2, 1.3, 13.1									
	4	WISC	03/31/12-03/31/12	Sidelines	1030-11p	-----Sa--	:30		\$200.00	NM		
	Ⓜ		MG for 10.4, 1.1, 10.2, 1.3, 13.1									
N 14	WISC	03/31/12	03/31/12	News 3 at 10	10-1035pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----1-				1	\$1,200.00			
N 15	WISC	03/31/12	03/31/12	Sat CBS Early Show	6-8am		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----S-				2	\$200.00			
N 16	WISC	04/01/12	04/01/12	News 3 at 10	10-1035pm		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----1				1	\$1,700.00			
N 17	WISC	04/01/12	04/01/12	CBS Sunday	6-7pm		:30			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----1				1	\$6,000.00			
N 18	WISC	04/01/12	04/01/12	CBS Sunday Morning	8-930am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	-----1				1	\$800.00			
N 19	WISC	03/29/12	03/29/12	CBS Thursday	8-9pm		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/26/12	04/01/12	---1---				1	\$5,000.00			
N 20	WISC	04/02/12	04/02/12	Price is Right	10-11am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	2-----				2	\$500.00			
N 21	WISC	04/02/12	04/02/12	News 3 at 10	10-1035pm		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$2,000.00			
N 22	WISC	04/02/12	04/02/12	News 3 at Noon	12-1230pm		:30			NM	1	\$600.00

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<u>Contract Dates</u> 03/29/12 - 04/03/12	<u>Product</u> RED, WHITE. & BLUE F	<u>Estimate #</u> 182
<u>Advertiser</u> Political Issue		<u>Original Date / Revision</u> 03/28/12 / 03/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
											2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$600.00			
N 23	WISC	04/02/12	04/02/12	Dr Phil	3-4pm		:30			NM		
											2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	2-----				2	\$400.00			
N 24	WISC	04/02/12	04/02/12	Anderson Cooper	4-5pm		:30			NM		
											1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	2-----				2	\$500.00			
N 25	WISC	04/02/12	04/02/12	Live at Five	5-530pm		:30			NM		
											2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$1,700.00			
N 26	WISC	04/02/12	04/03/12	News 3 This Morning	6-7am		:30			NM		
											1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	MT-----				2	\$800.00			
N 27	WISC	04/02/12	04/02/12	News 3 at 6	6-630pm		:30			NM		
											1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$1,900.00			
N 28	WISC	04/02/12	04/02/12	Entertainment Tonight	630-7pm		:30			NM		
											7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	MT-----				7	\$350.00			
N 29	WISC	04/02/12	04/03/12	M-F Early Show	7-9am		:30			NM		
											1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/02/12	04/08/12	1-----				1	\$150.00			
											60	\$64,400.00

Time Period	# of Spots	Gross Amount	Net Amount
03/26/12 - 04/03/12	60	\$64,400.00	\$54,740.00
<b>Totals</b>	<b>60</b>	<b>\$64,400.00</b>	<b>\$54,740.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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